

REVIEWER'S GUIDE

- QURB -

INTRODUCTION

Industry watchers predict that nearly half of a typical user's Inbox will be spam by 2005. What if you could guarantee that each morning you opened a completely clean Inbox...with no spam at all? Qurb integrates directly with Microsoft Outlook to protect the Inbox from unwanted junk mail, unsolicited offers and offensive content. Only mail from *Approved Senders* ever reaches the Inbox, with all other mail quarantined for review when it's convenient, improving productivity and reducing communication costs. Messages are never lost, eliminating the serious problems associated with 'false positives.'

Qurb is new anti-spam software from a company of the same name. The software differs from other anti-spam products by taking a simple and straightforward sender approach. Content filtering hasn't worked because what is one person's junk might be another person's treasure, and there is no easy way to determine legitimate e-mail by content alone. Try the Qurb approach and you'll see why only this one can guarantee a clean Inbox.

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- Qurb Automatically Responds to Confirmation Requests from Other Qurb Users.

About Qurb

KEY FEATURES

- **Eliminates 100% of junk e-mail from your Inbox**
Only messages from individuals on the list of Approved Senders are delivered to the Inbox. All other messages are quarantined in the Qurb folder. Without relying on complicated configuration and confusing features, Qurb is the most easy-to-use, easy-to-understand, effective solution for stopping spam.
- **Automatically builds and maintains a personal list of Approved Senders**
Upon installation, Qurb automatically scans all Outlook folders to compile the list of Approved Senders. As messages are blocked, approved or composed, e-mail addresses are automatically added or removed from the list of Approved Senders.
- **New message alerts only occur for messages from Approved Senders**
Individuals can also choose to have quarantined messages automatically marked as read to remove the potential distraction of new messages in the Qurb folder.
- **Quarantine Reminders occur at convenient times**
Individuals can set convenient intervals to be reminded of quarantined messages for review.
- **Automated Sender Confirmation can automatically free quarantined messages without user intervention**
Individuals can optionally enable and customize automated confirmation of the senders of quarantined messages; individuals can also have Qurb automatically respond to confirmation requests from other Qurb users.
- **Seamlessly integrates with Microsoft Outlook**
Block and Approve buttons allow senders of messages to be added or removed as Approved Senders.
- **Qurb is software, not a service**
Benefits of Qurb's approach include security, privacy and independence from third party services that might impact reliable delivery of e-mail.
- **Automated software update**
Users are automatically notified when new updates are available for download and installation.

GETTING STARTED

System Requirements:

- Microsoft Windows 98/ME/NT/2000/XP
- Microsoft Outlook 98/2000/XP
- Microsoft Outlook 2002 with POP3 and Microsoft Exchange

(Support for Microsoft Outlook Express coming soon.)

Press Contact:

Robin Bulanti
Evans Partners
650-595-2668
robin@evanspartners.com

Technical Contact:

Linus Upson
Qurb, Inc.
650-759-8402
linus@qurb.com

General Technical Support:

http://qurb.com/help/ask_support.php
650-286-4287 phone
530-364-9302 fax

DOWNLOAD AND INSTALL QURB

****Important Note:** For best results, remove any messages you consider junk mail from your Outlook Inbox *before* you install Qurb. Qurb assumes that mail that is currently in your Inbox is not spam, and that senders of those messages should be Approved Senders.

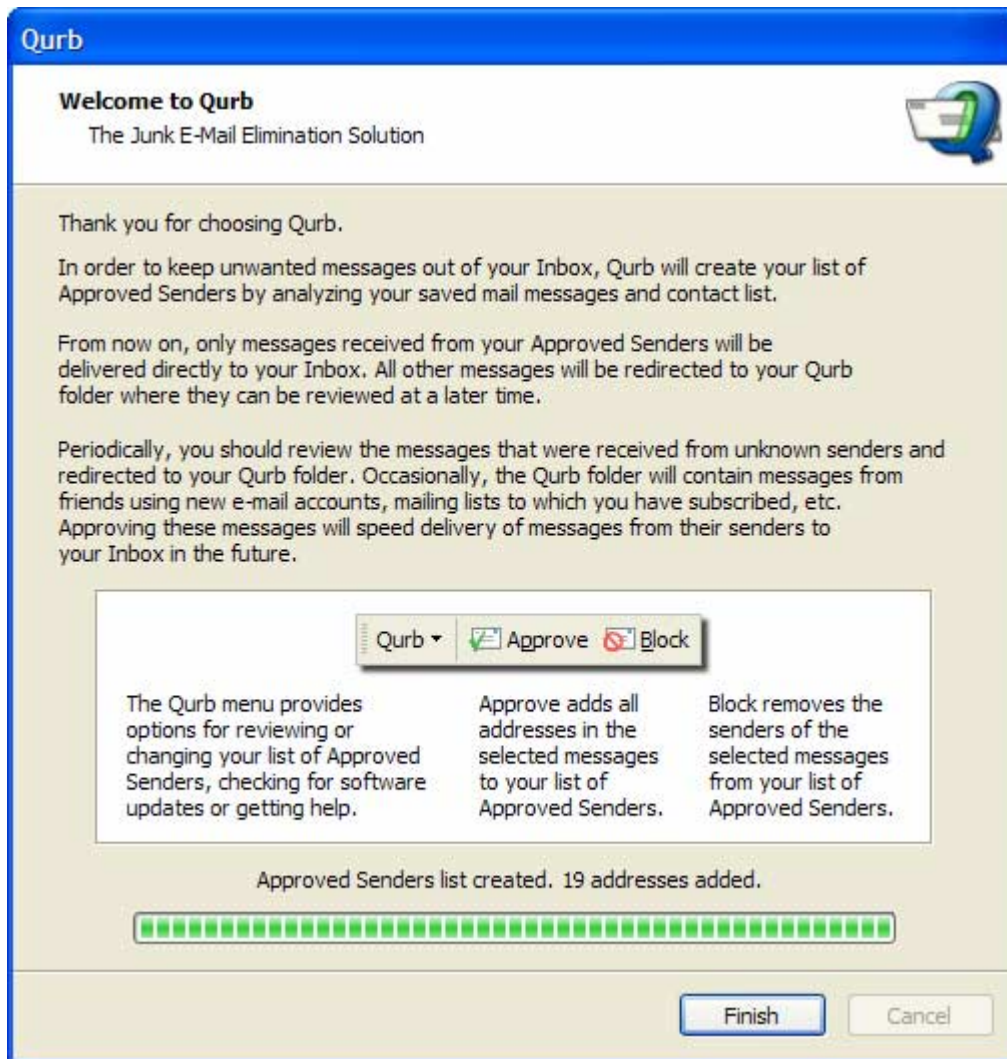
To download and install the latest release of Qurb, visit <http://qurb.com/get>.

Click on the Download button and select Save from the File Download dialogue.
After saving the Q-Setup.exe file your computer, open the file to begin. The software will walk you through the installation process.

****Tip:** If Outlook was running while you installed Qurb, you must close and then re-launch Outlook.

AUTOMATICALLY COMPILE A LIST OF APPROVED SENDERS

The first time you launch Microsoft Outlook after installing Qurb, the software will *automatically* compile a personalized list of Approved Senders by scanning Outlook folders, including Inbox, sent folder and any other saved folders, but excluding folders with names containing the words “junk”, “deleted” or “spam”.

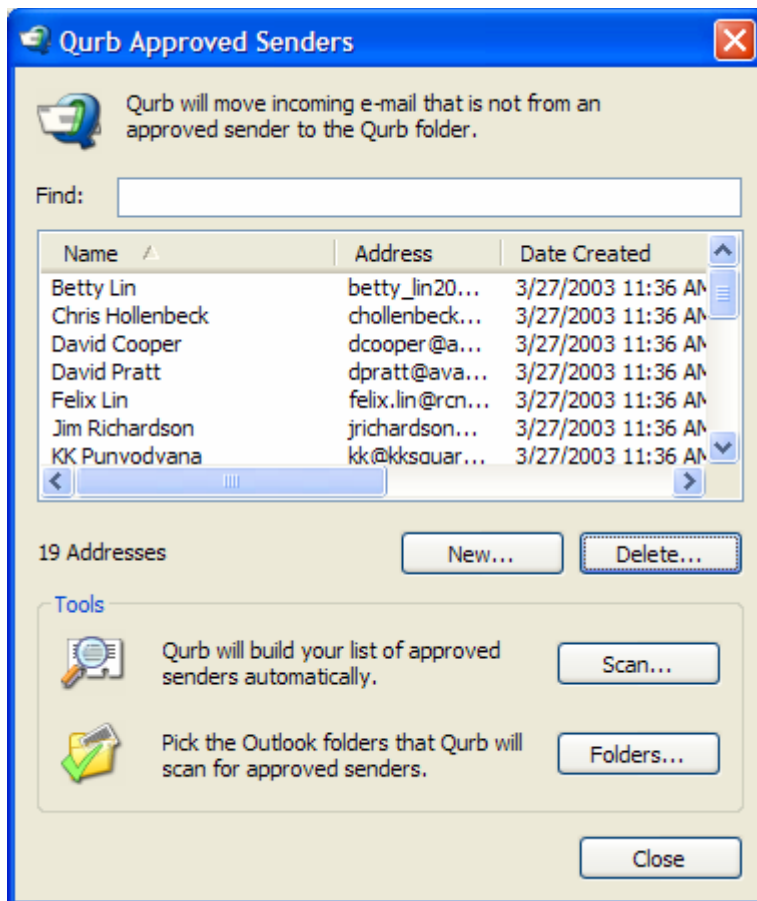


****Important Note:** If you do not typically use Microsoft Outlook as your default e-mail client, your experience will be significantly different than those who use Microsoft Outlook regularly. Your list of Approved Senders may be empty, which would cause ALL messages to be quarantined, including messages you might consider legitimate. If this is the case, feel free to contact us for help in importing e-mail addresses from your address book or e-mail client before you begin your review, in order to create the most realistic user experience.

VIEW, ADD TO OR MODIFY THE LIST OF APPROVED SENDERS

Because Qurb automatically adds addresses as you send new messages, reply or forward, or cc people on e-mails, there is rarely a need to manually add to or modify the list of Approved Senders. However, the Approved Sender panel displays the full list of Approved Senders, permits additions or deletions, and also enables scanning or re-scanning of selected folders to harvest e-mail addresses.

From the Qurb Menu, select **Approved Senders...**



****Tip:** You may notice that there are more addresses in the list of Approved Senders than there are in the Contacts folder. This can happen when Qurb finds e-mail addresses in saved messages that were not in your Contacts.

QUICK TOUR OF QURB FEATURES

Qurb Menu

The Qurb menu provides access to:

- Qurb Quarantine Panel: to review new messages that have been quarantined
- Approved Senders Panel: to view or modify the list of Approved Senders
- Options: to configure Qurb settings and options (see Qurb Options)
- Help: to access technical support, tutorial and user forums

Qurb Options

Qurb offers special options including:

- **Mark quarantined messages as read**
Qurb can automatically turn off the new message indicator to eliminate the distraction that unread messages might cause.
- **Delete quarantined messages after (nn) days**
Qurb will automatically delete messages that have aged in the Qurb folder for the specified number of days (by default, Qurb will delete messages that are 30 days old).
- **Reminders**
This option specifies how often you want to be notified that new messages have been quarantined (by default, every day at 8AM). This can be set hourly, twice a day, etc.
- **Confirmations**
Qurb can send a confirmation request directly to the sender of a quarantined message using a customizable text-only message requesting a confirmation reply (by default, this feature is turned off).

Block and Approve buttons

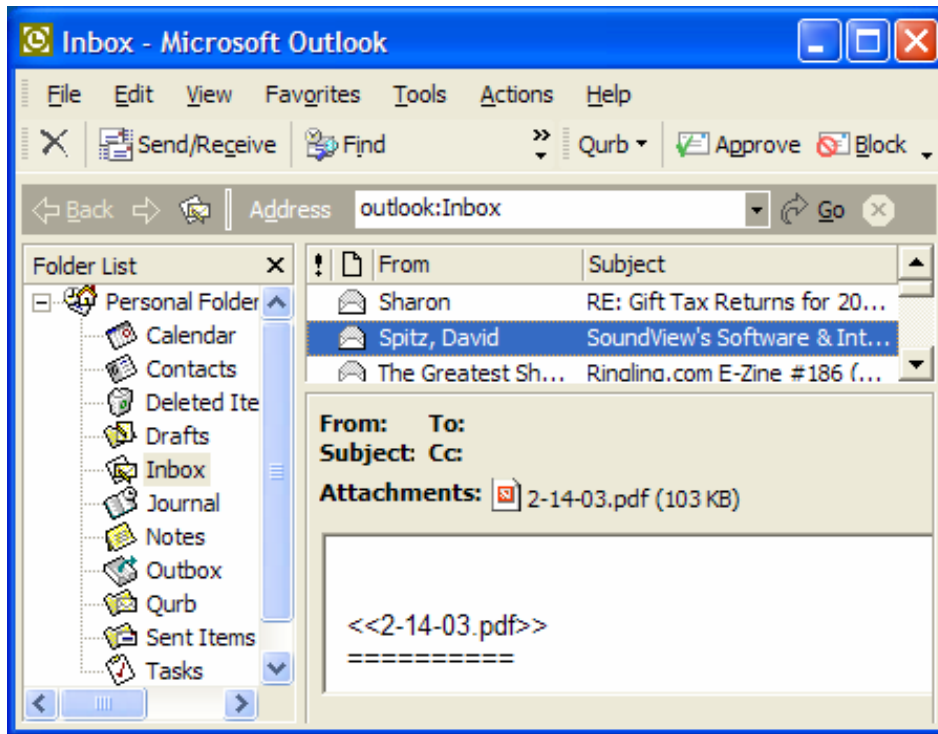
The Block and Approve buttons are occasionally used to indicate whether senders of selected messages should be added or removed from the list of Approved Senders. For example, if a message reaches your Inbox, but you want to remove the sender from your list of Approved Senders, simply use the Block button, and the message will be quarantined. If you find a message of interest in the Qurb quarantine folder, pressing the Approve button will move the message to the selected message to the Inbox and add its sender to the list of Approved Senders.

****Important Note:** There is no need to block messages that are in the Qurb folder (the messages are in the Qurb folder because the sender was not an approved sender) and there is no need to Approve messages in the Inbox (the senders are already approved). These buttons are generally used in exception cases or not at all.

Qurb Folder

The Qurb Folder appears in the Outlook folder list and contains all messages that have been quarantined. The contents of the Qurb folder can be viewed like any other Outlook mail folder.

****Tip:** Qurb provides several special options that help automate the process of handling quarantined messages on behalf of the user. See Qurb Options.



Qurb adds a Block and Approve Button to the Outlook tool bar along with a short menu of other Qurb functions.

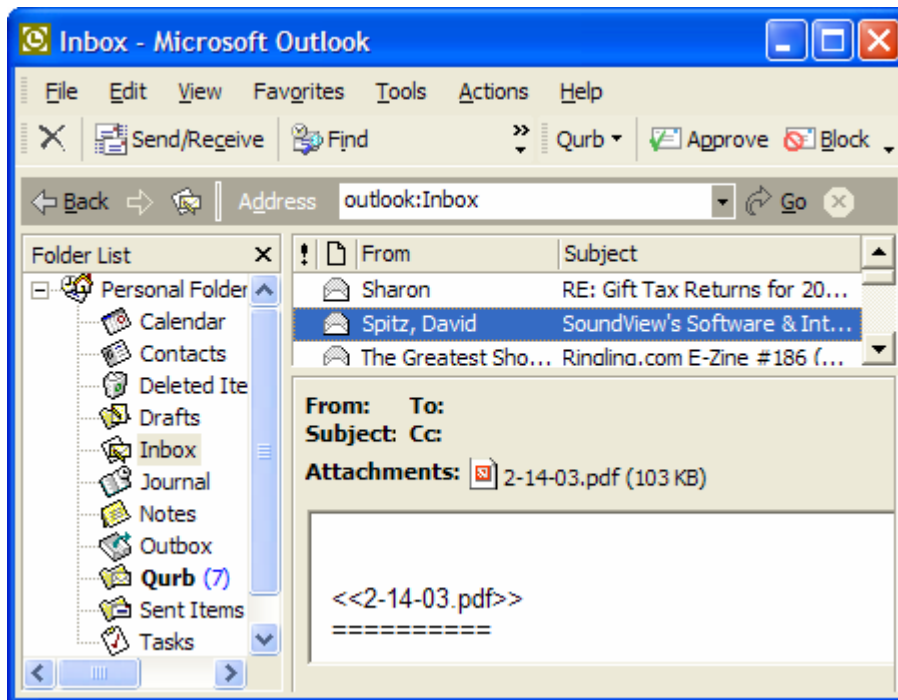
HOW IT WORKS

1) Qurb Delivers Mail from Approved Senders Directly to Your Inbox.

When messages are received from Approved Senders, they will be delivered directly to your Inbox and you will immediately be notified that you have new mail. Depending on the way you've configured your e-mail, you may see a new mail envelope in the system tray, hear an audible alert or see the new mail notification panel. Qurb eliminates inconvenient work interruptions that spam can cause with new mail notifications by reserving new mail notification for only legitimate messages from Approved Senders. All other messages will slip quietly into the quarantine.

2) Qurb Quarantines Mail from Unknown Senders.

When messages are received from unknown senders, they are quarantined. Quarantined messages are automatically placed in the Qurb Folder for later review at a convenient time.



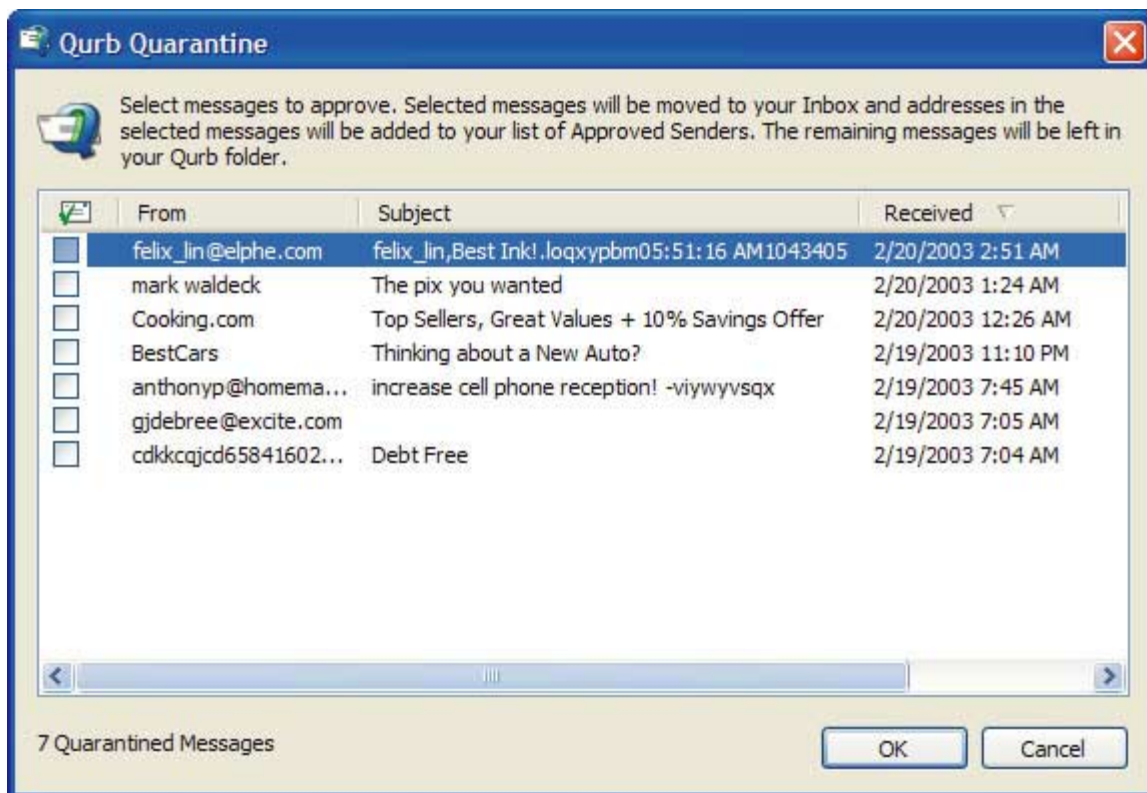
Individuals are not interrupted by new mail notifications when quarantined messages are received. Individuals can specify in the Qurb options that quarantined messages should be marked as read; doing so will eliminate any indication that new messages exist in the Qurb folder.

3) Qurb Reminds You to View Quarantined Messages When it's Convenient.

Sometimes messages will appear in the quarantine from legitimate senders who are not yet on the Approved Sender list (perhaps you have not corresponded with them before, or they have recently changed their e-mail address).

Qurb's quarantine review process handles junk e-mail more conveniently than the delete key by quarantining mail quietly. Qurb presents a reminder panel at convenient times that displays only new quarantine messages that have never been reviewed. After you quickly scan the list and select the few (often none) messages of interest, Qurb will move approved messages to the Inbox and add their senders to the list of Approved Senders. The remaining messages will be marked as reviewed and left in the Qurb folder.

Quarantined messages are held in the Qurb Folder for a specified period of time (by default, 30 days), providing a fail-safe mechanism to allow quarantined messages to be recovered during that time, and after which they are permanently deleted. Some Qurb users never review quarantined messages – they can occasionally search the Qurb folder for messages from unknown senders who contact them regarding a message that might not have been read. Allowing quarantine messages to age in the Qurb Folder before they are automatically purged keeps junk e-mail from polluting the Deleted Folder or otherwise cluttering your e-mail.



The frequency at which individuals can be reminded that new quarantined messages are available for review can be specified in Qurb Options. By default, individuals are reminded once a day at 8AM.

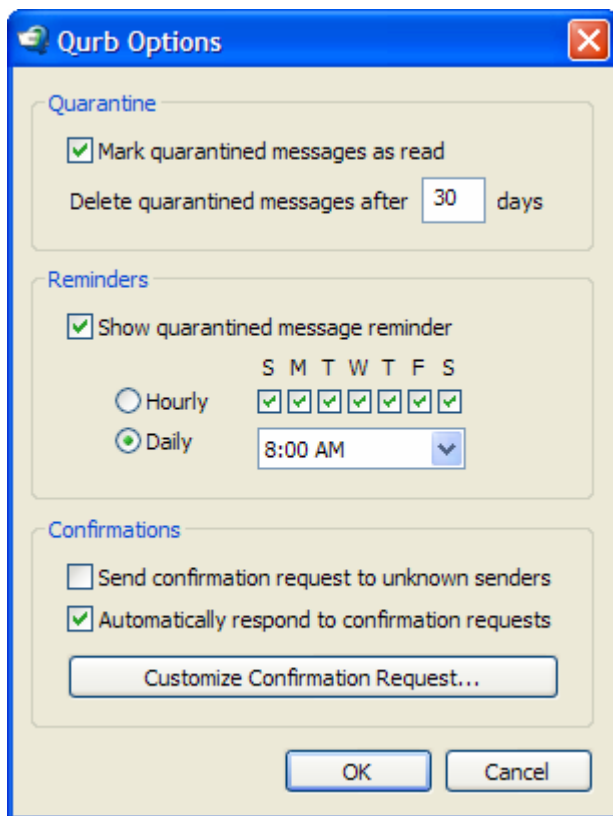
4) Optional Sender Confirmation Automatically Frees Quarantined Messages.

Qurb offers the option of confirming the identity of senders whose messages land in the quarantine.

****How to do it:** To enable the sender confirmation feature, select Options... from the Qurb menu and check the box to “Send confirmation request to unknown senders”.

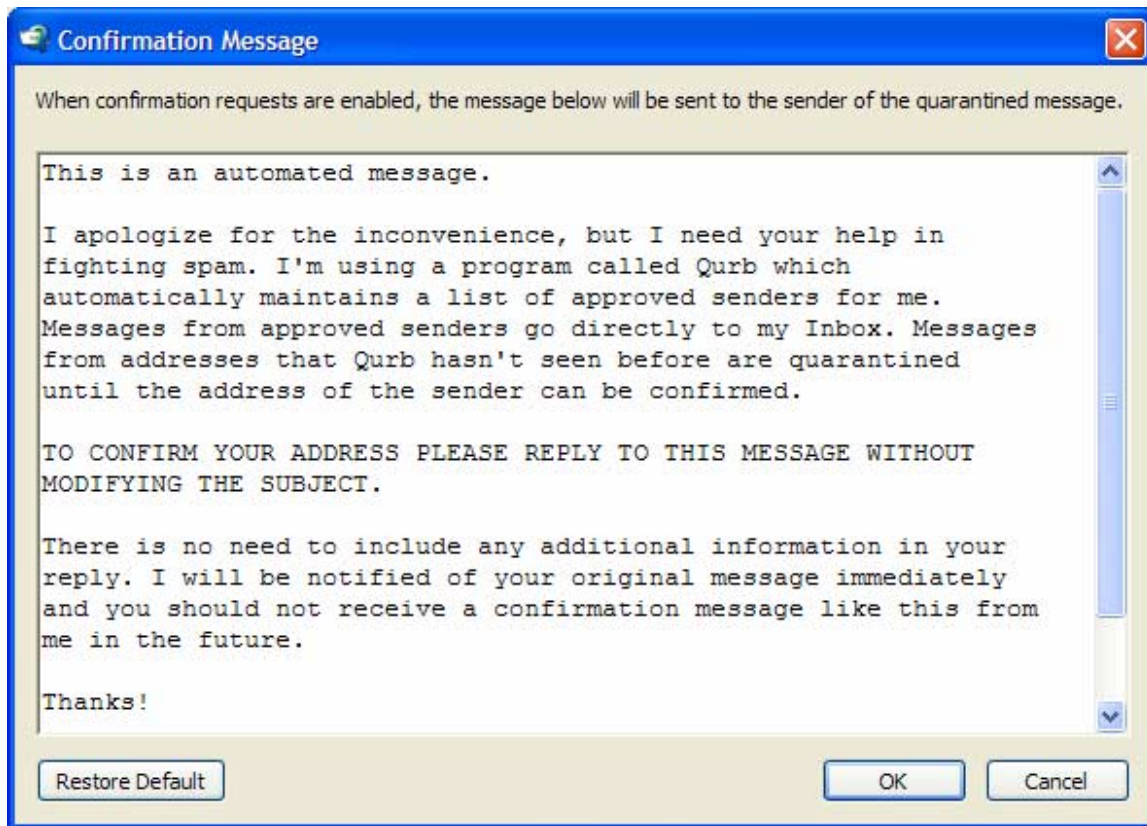
This feature can greatly reduce the likelihood that legitimate e-mail messages languish in the quarantine. Now, whenever a message is received from an unknown sender, Qurb will automatically send a confirmation request directly to the sender with a text-only message requesting a confirmation reply.

Qurb frees messages from the quarantine and adds senders to the list of Approved Senders upon receiving a reply to the confirmation request: unknown senders need only reply to the confirmation request to have their message moved directly to the Inbox, which then alerts you that new mail has arrived.



Qurb allows the Sender Confirmation message to be customized to the preferred tone and style sending to personalize the confirmation request and make it even friendlier to recipients.

****How to Do it:** To customize the text of the confirmation request, press the Customize Confirmation Request... button on the Qurb Options panel.



5) Qurb Automatically Responds to Confirmation Requests from Other Qurb Users (or “The Invisible Handshake”)

By default, Qurb will automatically respond to sender confirmation requests sent by other Qurb users. If you send a message to a Qurb user who has enabled Sender Confirmation Requests, the Qurb software can automatically reply to the confirmation request on your behalf. As the network of Qurb users grows, sender confirmation requests and replies can take place automatically and transparently, enabling legitimate e-mail users to correspond with each other freely.

**** Important Note:** For many reasons including operating costs, legal exposure, and attacks from vigilantes, spammers cannot maintain a presence and use Qurb to reply to sender confirmation requests.

**** Important Note: Qurb is Software, *not* a Service.** Qurb software preserves the security and privacy of your e-mail communication. Using Qurb, your e-mail messages, confirmation requests and confirmation replies are never passed through a third party anti-spam service. Third party services have been known to harvest and spam the senders and recipients of e-mail that have been exposed to their service. Qurb confirmation requests and replies are safe, text-only e-mail messages that are simply exchanged between the sender and recipient alone.

ABOUT QURB

Qurb makes its software available for distribution by internet service providers, direct marketers and corporations to streamline the delivery of legitimate electronic communication. Working with standards bodies and organizations, Qurb promotes policies and standards for regulating mailing lists, promoting sender authentication and maintaining privacy. Established in 2002, Qurb, Inc. is a privately held company based in San Mateo, CA. The company's founders, many of whom were the original founders of AvantGo, Inc., include Felix Lin, Dave Moore, Mike Tsao, Linus Upson and Dan Willhite.

For more information about how Qurb liberates users from junk e-mail, visit Qurb.com.

THANK YOU!

Thanks for trying Qurb, and please send us any feedback to help make the product even better!

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